

## ORDER



**Orders**  
**Order / Rev:** 69037  
**Alt Order #:**  
**Product Desc:** Matheson for Congress 2012  
**Estimate:** 12998  
**Flight Dates:** 10/30/12 - 11/06/12  
**Original Date / Rev:** 10/29/12 / 10/29/12  
**Order Type:** CIA - O

## KTVX-TV

**Primary AE:** Office Accounts  
**Sales Office:** SLC  
**Sales Region:** Local

**Agency Name:** Media Strategies & Research  
**Buying Contact:**  
**Billing Contact:**  
 1580 Lincoln Street  
 Denver, CO 80203

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Matheson for Congress 2012  
**Demographic:** HH  
**Product Codes:** US Congress  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	33	\$13,000.00	\$11,050.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	33	\$13,000.00	\$11,050.00	0.00
<b>Totals</b>	<b>33</b>	<b>\$13,000.00</b>	<b>\$11,050.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Office Accounts			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KTVX	10/30/12	10/30/12	M-F 530a-6a GMU M-F 530a-6a GMU	CM	530a-6a	- 1 - - - - -	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	- 1 - - - - -			1		\$50.00	0.00					
N 2	KTVX	11/01/12	11/01/12	M-F 6a-630a GMU M-F 6a-630a GMU	CM	6a-630a	- - - 1 - - -	:30	1	\$95.00	P-3	0.00	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	- - - 1 - - -			1		\$95.00	0.00					
N 3	KTVX	11/05/12	11/05/12	M-F 6a-630a GMU M-F 6a-630a GMU	CM	6a-630a	1 - - - - -	:30	1	\$95.00	P-3	0.00	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	1 - - - - -			1		\$95.00	0.00					
N 4	KTVX	10/31/12	11/02/12	Good Morning America GMA 7a-9a	CM	7a-9a	- - 1 - 1 - -	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	- - 1 - 1 - -			2		\$200.00	0.00					
N 5	KTVX	11/01/12	11/01/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	- - - 1 - - -	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	- - - 1 - - -			1		\$125.00	0.00					
N 6	KTVX	10/30/12	11/02/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	- 1111 - -	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	- 1111 - -			4		\$250.00	0.00					

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Advertiser: Matheson for Congress 2012  
 Product Desc: Matheson for Congress 2012  
 Estimate: 12998

KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KTVX	10/30/12	11/05/12	ABC4 News at 4p ABC4 News at 4p	CM	4p-430p	111-1--	:30	4	\$250.00	P-2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-11-1--		3				\$250.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$250.00		0.00			
N 8	KTVX	10/30/12	11/02/12	ABC4 News at 430p ABC4 News at 430p	CM	430p-5p	-1111--	:30	4	\$250.00	P-2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1111--		4				\$250.00		0.00			
N 9	KTVX	10/30/12	11/05/12	ABC4 News at 5p ABC4 News at 5p	CM	5p-530p	11111--	:30	5	\$250.00	P-2	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1111--		4				\$250.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$250.00		0.00			
N 10	KTVX	10/30/12	11/05/12	ABC4 News at 6p ABC4 News at 6p	CM	6p-630p	11111--	:30	5	\$325.00	P-2	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1111--		4				\$325.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$325.00		0.00			
N 11	KTVX	11/04/12	11/04/12	SUN ABC4 News @ 5p SUN ABC4 News @ 5p	CM	5p-530p	-----1	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$175.00		0.00			
N 12	KTVX	10/30/12	10/30/12	M-F 630p-7p M-F 630-7p	CM	630-7p	-1-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1				\$400.00		0.00			
N 13	KTVX	10/31/12	10/31/12	Wed Reg 2A Modern Family 8-830p	CM	8p-830p	--1----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1----		1				\$3,500.00		0.00			
N 14	KTVX	11/01/12	11/01/12	Nightline M-F 1036p-1103p	CM	1036p-1103p	---1---	:30	1	\$285.00	P-2	0.00	NM	1	\$285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$285.00		0.00			
N 15	KTVX	11/03/12	11/03/12	NCAA FB 6p-9:30p NCAA FB 6p-9:30p	CM	6p-9:30p	-----1-	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1				\$2,000.00		0.00			
													Totals	33	\$13,000.00